

Message Text

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16

ACTION EB-11

INFO OCT-01 EUR-06 ISO-00 DRC-01 CIAE-00 COME-00 INR-10

LAB-02 NSAE-00 PA-02 RSC-01 SIL-01 USIA-12 PRS-01

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R 051445Z JUN 74
FM AMCONSUL MILAN
TO SECSTATE WASHDC 3617
INFO USDOC WASHDC
AMEMBASSY ROME

UNCLAS MILAN 0792

E.O. 11652: N/A
TAGS: BEXP BTRA IT
SUBJ: FOREIGN BUYER PROGRAM - U.S. TRADE SHOWS

REF: A) STATE A-2763; B) STATE A-2270; C) STATE 109972; STATE 114770

1. POST SEEKING TO DEVELOP PROGRAM WITH AMERICAN FLAG AIRLINE SERVING MILAN WHEREBY VISITORS TO MTC SHOWS WOULD BE OFFERED A PACKAGE TOUR TO A U.S. SHOW IN THE SAME THEME. WE HAVE COMPARED THE LIST OF SHOWS CONTAINED IN A-2763 WITH MTC'S FORWARD SCHEDULE. UNFORTUNATELY, EITHER BECAUSE OF TIMING OR BECAUSE OF THEME ONLY ONE SHOW APPEARS SUITABLE FOR THIS TYPE OF PROMOTION. THIS IS THE NATIONAL COMPUTER CONFERENCE AND EXHIBITION, MAY 5-8, 1975 WHICH WE WOULD HOPE TO PROMOTE IN CONJUNCTION WITH THE "DATAMATION" BSP NOW SCHEDULED AT THE MTC FOR FEBRUARY 24-26, 1975. WE THUS REQUEST WE BE FURNISHED 500 SHOW PROMOTION BROCHURES FOR THIS SHOW.

2. IT IS POST'S EXPERIENCE THAT POOR ITALIAN MAIL SERVICE COMBINED WITH TRADITIONAL ITALIAN INDIVIDUALISM AND RELUCTANCE TO SEND IN RETURN CARDS WOULD NOT BRING SUFFICIENTLY SATISFYING RESULTS TO WARRANT THE CONSIDERABLE TIME AND EXPENSE WHICH WOULD BE REQUIRED FOR DIRECT MAIL CAMPAIGNS TO POSSIBLE INDIVIDUAL VISITORS. WE THUS REQUEST A LIMITED NUMBER OF BROCHURES (25) FOR THE FOLLOWING

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SHOWS IN ORDER THAT WE MAY SUBMIT THEM IN APPROPRIATE TRADE

PUBLICATIONS:

1. AMERICAN HEALTH CONGRESS
2. INTERNATIONAL
MACHINE TOOL SHOW
3. 3RD INTERNATIONAL POLLUTION ENGINEERING EXPOSITION AND CONGRESS
4. WESCON 74
5. PACKAGING EXPOSITION
6. INTERNATIONAL GRAPHIC ARTS EXPOSITION.FINA

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Message Attributes

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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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30 JUN 2005

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